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**FOR IMMEDIATE RELEASE**  
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*Attention News Editors: As a way to localize coverage of this project, ServeNebraska can provide you with the names of registered individuals or groups in your coverage area who are participating in this project. Contact Kimberle Hall at the number and email listed above.*

### **Nebraskans Encouraged to Join Statewide Volunteering Initiative**

Nebraskans from Cass County to Banner, and everywhere in between, are encouraged to join the 2013 ServeNebraska Week of Service, April 22-28.

The Week of Service will provide Nebraskans with an opportunity to show their volunteer spirit while benefiting their communities' schools, nonprofits, churches and parks, said Jamesena Moore, chairwoman of ServeNebraska, the state's Volunteer Service Commission.

"We know that Nebraskans are quick to step forward to help those in need. We know that Nebraskans work diligently to improve the quality of life in their state and communities," Moore said. "And we know our state is a better place because its residents know the importance of volunteerism."

According to the recent Volunteering in America Report, Nebraska ranks in the top 10 in volunteerism among the 50 states and Washington, D.C. In 2011, 36.7 percent of Nebraska residents volunteered. They donated 49.3 million hours of service worth \$1.2 billion.

The Week of Service is a first for ServeNebraska and its efforts to promote volunteerism in the state. The week-long effort will provide Nebraskans with flexibility as to when they volunteer and for how long, Moore said. ServeNebraska has developed a resource and marketing

toolkit to assist those who wish to participate. ServeNebraska has volunteer ambassadors in all 93 counties who can suggest opportunities for volunteering.

Governor Dave Heineman and First Lady Sally Ganem are serving as honorary champions for the Week of Service. The First Lady is a ServeNebraska volunteer commissioner and serves as honorary chair. “Volunteerism in our state is one thing that sets Nebraska apart. Nebraskans are quick to step up to help others. Dave and I are honored to be a part of this inaugural effort to encourage everyone in the state to lend a hand,” said First Lady Sally Ganem.

Nebraskans may register for the Week of Service by visiting [www.serve.nebraska.gov](http://www.serve.nebraska.gov). Individuals or groups may participate. Following the Week of Service, ServeNebraska will release data on the scope of participation.

ServeNebraska’s mission is to mobilize Nebraskans to strengthen their communities through volunteering, collaboration and national service programs.